

This listing of claims will replace all prior versions, and listings, of claims in the application:

**The Status of the Claims**

1. (Currently Amended): A method of conducting an incentivized trivia contest to increase the effectiveness of advertising, comprising:

storing in a computer system a first set of trivia questions relating to advertising content; additionally storing in ~~said~~the computer system a second set of trivia questions relating to show content;

~~associating said first and second sets of trivia questions with a broadcast of said advertising content along with said show content;~~

receiving an identification of a program;

accessing a data store using the identification of the program to determine an advertisement that was aired during a broadcast of the program;

selecting a subset of ~~said~~the first set of trivia questions ~~and~~associated with the program;

selecting a subset of ~~said~~the second set of trivia questions ~~to ask a member~~associated with the advertisement;

transmitting ~~said subsets~~the first subset of trivia questions and the second subset of trivia questions to ~~said~~a member and receiving ~~said~~the member's responses thereto via a communication medium;

scoring ~~said~~the member's performance in response to ~~said~~the subsets of trivia questions; and,

providing incentives to ~~said~~the member based upon results of ~~said~~the scoring.

**Response to the Office action dated July 2, 2008**  
**U.S. Serial No. 09/917,792**

2. (Currently Amended): The method in accordance with 1, wherein ~~said~~the association of ~~said~~the first and second sets of trivia questions with a broadcast comprises storing data indicative of which advertising airs in conjunction with ~~said~~the broadcast.

3. (Currently Amended): The method in accordance with 1, wherein ~~said~~the broadcast comprises a television broadcast.

4. (Currently Amended): The method in accordance with 1, wherein ~~said~~the broadcast comprises a radio broadcast.

5. (Currently Amended): The method in accordance with 1, wherein ~~said~~the broadcast comprises a display of multimedia content via a network connection.

6. (Currently Amended): The method in accordance with 5, wherein ~~said~~the network connection comprises an internet connection.

7. (Currently Amended): The method in accordance with 1, wherein ~~said~~the communication medium comprises an internet connection.

8. (Currently Amended): The method in accordance with 1, wherein ~~said~~the communication medium comprises interactive television.

9. (Currently Amended): The method in accordance with 1, wherein ~~said~~the communication medium comprises a set-top box.

10. (Currently Amended): The method in accordance with 1, wherein ~~said~~the communication medium comprises a wireless device.

11. (Currently Amended): The method in accordance with 1, wherein ~~said~~the communication medium comprises a data network.

12. (Currently Amended): A method of using a user profile to conduct a trivia contest, comprising:

storing in a computer system a first set of trivia questions relating to advertising content;

additionally storing in ~~said~~the computer system a second set of trivia questions relating to show content;

~~associating said first and second sets of trivia questions with a broadcast of said advertising content along with said show content;~~

receiving an identification of a program;

accessing a data store using the identification of the program to determine an advertisement that was aired during a broadcast of the program;

storing in ~~said~~the computer system a demographic profile of at least one member;

using ~~said~~the demographic profile to select a subset of ~~said~~the first set of trivia questions associated with the program; and a subset of ~~said~~the second set of trivia questions member associated with the advertisement to ask ~~said~~the member; and,

transmitting ~~said subsets~~the first subset of trivia questions and the second subset of trivia questions to ~~said~~the member and receiving ~~said~~the member's responses thereto via a communication medium.

13. (Currently Amended): The method in accordance with 12, wherein ~~said the~~ computer system comprises a plurality of computers interconnected via a network.

14. (Currently Amended): A method of determining advertising performance, comprising:

storing in a computer system a first set of trivia questions relating to advertising content;

additionally storing in ~~said the~~ computer system a second set of trivia questions relating to show content;

~~associating said first and second sets of trivia questions with a broadcast of said advertising content along with said show content;~~

receiving an identification of a program;

accessing a data store using the identification of the program to determine an advertisement that was aired during a broadcast of the program;

selecting a subset of ~~said the~~ first set of trivia questions associated with the program and a subset of ~~said the~~ second set of trivia questions associated with the advertisement to ask a member;

transmitting ~~said subsets~~ the first subset of trivia questions and the second subset of trivia questions ~~said the~~ member and receiving ~~said the~~ member's responses thereto via a communication medium; and

determining advertising performance based upon ~~said the~~ member's answers to ~~said the~~ subsets of trivia questions.

15. (Currently Amended): A method of determining the effectiveness of product placement, comprising:

storing in a computer system a first set of trivia questions relating to a product;

additionally storing in ~~said~~the computer system a second set of trivia questions relating to show content;

~~associating said first and second sets of trivia questions with a broadcast of advertising of said product along with said show content;~~

receiving an identification of a program;

accessing a data store using the identification of the program to determine an advertisement that was aired during a broadcast of the program;

selecting a subset of ~~said~~the first set of trivia questions ~~and~~associated with the program and a subset of ~~said~~the second set of trivia questions ~~and~~associated with the advertisement to ask a member;

transmitting ~~said subsets~~the first subset of trivia questions and the second subset of trivia questions to ~~said~~the member and receiving ~~said~~the member's responses thereto via a communication medium; and

determining the effectiveness of placement of ~~said~~the product within ~~said~~the show content based upon ~~said~~the member's answers to ~~said~~the subsets of trivia questions.

16. (Currently Amended): A method of creating a report indicative of the effectiveness of advertising content, comprising:

storing in a computer system a first set of trivia questions relating to ~~said~~the advertising content;

additionally storing in ~~said~~the computer system a second set of trivia questions relating to show content;

~~associating said first and second sets of trivia questions with a broadcast of said advertising content along with said show content;~~

receiving an identification of a program;

accessing a data store using the identification of the program to determine an advertisement that was aired during a broadcast of the program;

transmitting ~~said subsets~~ the first subset of trivia questions and the second subset of trivia questions to a member and receiving ~~said the~~ member's responses thereto via a communication medium; and

creating a report indicative of effectiveness of ~~said the~~ advertising content based at least in part on ~~said the~~ member's responses as a measure of ~~said the~~ effectiveness.

17. (Currently Amended): The method of creating a report in accordance with 16, wherein ~~said the~~ step of creating a report further comprises using a plurality of demographic profiles to create ~~said the~~ report.

18. (Currently Amended): The method in accordance with 16, wherein ~~said the~~ advertising content comprises a commercial.

19. (Currently Amended): The method in accordance with 16, wherein ~~said the~~ advertising content comprises placement of a product within ~~said the~~ show content.

20. (Currently Amended): A method of conducting an incentivized trivia contest to Increase the effectiveness of advertising content, determine advertising content performance, and determine show content performance, comprising:

storing in a computer system a first set of trivia questions relating to advertising content;

additionally storing in ~~said the~~ computer system a second set of trivia questions relating to show content;

storing in ~~said the~~ computer system a demographic profile of at least one member;

~~associating said first and second sets of trivia questions with a broadcast of said~~  
~~advertising content along with said show content;~~

receiving an identification of a program;

accessing a data store using the identification of the program to determine an  
advertisement that was aired during a broadcast of the program;

using ~~said~~the demographic profile to select a subset of ~~said~~the first trivia questions  
associated with the program and a subset of the second trivia questions associated with the  
advertisement to ask a member who has received ~~said~~the broadcast;

transmitting ~~said~~the subset of the first trivia questions and the subset of the second trivia  
questions to ~~said~~the member and receiving ~~said~~the member's responses thereto via a  
communication medium;

scoring ~~said~~the member's performance in response to ~~said~~the subset of the first trivia  
questions and the subset of the second trivia questions;

providing incentives to ~~said~~the member based upon results of ~~said~~the scoring; and,

using answers to ~~said~~the first subset of trivia questions and the second ~~sets~~subset of trivia  
questions to create a report indicative of effectiveness of ~~said~~the advertising content.

21-24. (Cancelled)

25. (Cancelled).

26. (Currently Amended): The method in accordance with 1, wherein ~~said~~the  
transmitting is performed at a time after ~~said~~the broadcast.

26. (Previously Presented): ~~The method in accordance with 1, wherein said transmitting is performed at a time after said broadcast.~~

27-29. (Cancelled)

30. (Currently Amended): A method comprising:

storing in a computer system a first set of trivia questions relating to advertising content;

additionally storing in ~~said~~the computer system a second set of trivia questions relating to show content;

~~associating said first and second sets of trivia questions with a broadcast of said advertising content along with said show content;~~

receiving an identification of a program;

accessing a data store using the identification of the program to determine an advertisement that was aired during a broadcast of the program;

selecting a first team comprising a first plurality of members;

selecting a second team comprising a second plurality of members, wherein no member is included in both the first team and the second team;

selecting a subset of ~~said~~the first set of trivia questions associated with the program and a subset of ~~said~~the second set of trivia questions associated with the advertisement to ask each member of the first team and each member of the second team;

transmitting ~~said subsets~~the first subset of trivia questions and the second subset of trivia questions to each member of the first team and each member of the second team and receiving responses from each member of the first team and each member of the second team thereto via a communication medium;



scoring each member of the first team and each member of the second team performance in response to ~~said~~the subsets of trivia questions and accumulating a first total score for the first team and a second total score for the second team; and,

providing incentives to ~~said~~the each member of the first team based on the first total score and to each member of the second team based on the second total score.

31. (Currently Amended): A method comprising:

storing in a database of a computer system a first set of trivia questions relating to the content of advertisements for a plurality of broadcast shows;

storing in ~~a~~the database ~~of a computer system~~ a second set of trivia questions relating to ~~show content for the plurality of broadcast shows~~advertisements;

receiving ~~an~~a request over a network to answer trivia questions relating to at least one of the plurality of broadcast shows, wherein the request includes an identification of the one of the plurality of broadcast shows;

~~substantially immediately~~ selecting a first subset of trivia questions relating to the at least one of the plurality of broadcast shows from the first set of trivia questions;

identifying an advertisement broadcast during a broadcast of the at least one of the plurality of broadcast shows;

~~substantially immediately~~ selecting a second subset of trivia questions relating to the ~~at least one of the plurality of broadcast shows~~advertisement from the second set of trivia questions;

~~substantially immediately~~ transmitting the subsets of trivia questions to the member over the network;

receiving the member's responses to the subsets of trivia questions over the network;

scoring the member's performance in response to the subsets of trivia questions; and,

providing incentives to the member based upon results of the scoring.